BACK ON THE AIR

CANADIAN GENERAL ELECTRIC

RADIO PROGRAMME

Goes back on the air Sunday, October 2nd.

The Most Distinguished Musical Entertainment on the Air

Featuring

THE LESLIE BELL SINGERS
Under the Direction of Dr. Leslie R. Bell

HOWARD CABLE *and His Orchestra*

CHARLES JORDAN, *Baritone*

JOHN SCOTT, *Narrator*

OVER THE COAST TO COAST CBC DOMINION NETWORK

ATLANTIC STANDARD TIME
9:30 p.m.

CJFX . . . . . Antigonish
CHNS . . . . . Halifax
CJCB . . . . . Sydney
CJLS . . . . . Yarmouth
CFCY . . . . . Charlottetown
CKCW . . . . . Moncton
CKNB . . . . . Campbellton
CFBC . . . . . Saint John

EASTERN STANDARD TIME
8:30 p.m.

CKCV . . . . . Quebec
CFCF . . . . . Montreal
CKTS . . . . . Sherbrooke
CKOY . . . . . Ottawa
CHOV . . . . . Pembroke
CKSF . . . . . Cornwall
CFJM . . . . . Brockville
CJBQ . . . . . Belleville

EASTERN STANDARD TIME
8:30 p.m.

CHEX . . . . . Peterborough
CJBC . . . . . Toronto
CKTB . . . . . St. Catharines
CHML . . . . . Hamilton
CKPC . . . . . Brantford
CKCR . . . . . Kitchener
CFPL . . . . . London
CFCO . . . . . Chatham
CKLW . . . . . Windsor
CJCS . . . . . Stratford
CKNX . . . . . Wingham
CFOS . . . . . Owen Sound
CFOR . . . . . Orillia
CHNO . . . . . Sudbury
CFPA . . . . . Port Arthur
CKFI . . . . . Fort Frances

CENTRAL STANDARD TIME
7:30 p.m.

CJRL . . . . . Kenora
CKRC . . . . . Winnipeg
CKX . . . . . Brandon
CJGX . . . . . Yorkton

MOUNTAIN STANDARD TIME
6:30 p.m.

CKRM . . . . . Regina
CHAB . . . . . Moose Jaw
CFQC . . . . . Saskatoon
CKBI . . . . . Prince Albert
CHAT . . . . . Medicine Hat
CFCN . . . . . Calgary
CFRN . . . . . Edmonton

PACIFIC STANDARD TIME
5:30 p.m.

CJIB . . . . . Vernon
CHWK . . . . . Chilliwack
CJOR . . . . . Vancouver
CJVI . . . . . Victoria

CANADIAN GENERAL ELECTRIC CO LTD

Head Office: Toronto — Sales Offices from Coast to Coast

HOW C.G.E.'s ALL-CANADIAN PROGRAMME CLIMBED TO THE TOP OF NATIONAL POPULARITY IN ITS FIRST SEASON

Praised by listeners and critics as "radio's most distinguished musical entertainment," the Canadian General Electric programme shattered all broadcast records in its first season on the air. It attracted an audience of more than a million listeners each Sunday — the highest of any Canadian-produced musical series.

Such spontaneous comments as "unrivalled," "brilliant," "a thrill in every broadcast," and "top musical show in Canadian radio" illustrate the wave of genuine enthusiasm which greeted this inspired presentation.

Canadian General Electric is proud to announce its '49-'50 series of musical programmes starting Sunday, October 2nd, over a coast-to-coast CBC Dominion network, and starring the Leslie Bell Singers under the direction of Dr. Leslie R. Bell; Howard Cable and his orchestra; Charles Jordan, baritone; and John Scott, narrator. Listen in every Sunday — and tell your friends that they too, will enjoy this fine programme.

If not delivered within 10 days return to
CANADIAN GENERAL ELECTRIC CO. LIMITED
At Point of Mailing

WHAT THE CRITICS SAY ABOUT THE C.G.E. RADIO PROGRAMME

"Try searching the dial all week looking for a better effort. There just isn't any."—*Toronto Evening Telegram*

"A distinct contribution to Canadian radio."—
Manager CFNC, Calgary

"If there is a better female choir than the Leslie Bell Singers, I have not heard it. Last night's broadcast was wonderful."
—*Gilbert Chase, NBC Music Director*

"One of the best half-hours on the air."—*Montreal Standard*

"The best show of its kind ever to come out of Canada."
—*Musical Director, CJOR, Vancouver*

"Biggest thing yet on the Canadian airwaves."
—*Toronto Saturday Night*

"Top musical show in Canadian radio."
—*Manager CKTB, St. Catharines*

"Best Canadian Radio Show of the year."
—*Canadian High News*

"A terrific show."—*Manager CFBC, St. John*

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